

NATIONAL NETWORK OF LIBRARIES OF MEDICINE  
PACIFIC SOUTHWEST REGION (REGION 7)

Pacific Southwest Regional Medical Library (PSRML)

Quarterly Progress Report  
November – January 2002

University of California, Los Angeles,  
Contract No. N01-LM-1-3517

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**Quarterly Progress Report  
National Network of Libraries of Medicine, Pacific Southwest Region  
October 2001 – January 2002**

**A. NETWORK PROGRAMS**

**1. Providing health professionals with a basic level of information services**

- Loansome Doc service is offered by 208 libraries in the Pacific Southwest Region.
- We continued our efforts of last quarter to improve how we help individuals, both health professionals and members of the public, find a Loansome Doc library. Julie Kwan, Karen Ricard, and Andrea Lynch explored referrals that bring callers to the 800 number with Loansome Doc questions and what happens when we get those requests. Most of these are referred from PubMed's Loansome Doc ordering page, which sends users to the Find a Library Basic Search<sup>1</sup> page and provides a list of Loansome libraries by state. California currently has 123 libraries providing Loansome Doc service to health professionals, and this is a long list to read through to find an appropriate provider. Julie Kwan canvassed other NN/LM staff to see if they were interested in an improved method for finding a Loansome Doc library, but no other region has as great a number of Loansome Doc providers as does California. Thus the existing search works fine for other states. (Currently, New York is next with 83 libraries. Other states have 50 or less libraries providing the service to health professionals.) We will continue to work on ways to improve the identification of Loansome Doc providers.
- UCLA was invited to help test a new LinkOut to SERHOLD data feature. The Library staff was happy to participate in this project. When finalized, this feature likely will be very popular with hospital libraries.
- PSRML continued to post listserv announcements of new electronic information resources and satellite broadcasts related to bioterrorism.

**2. Assessing the needs of health science libraries**

- Requests from libraries about LinkOut increased during this quarter. Julie Kwan provided assistance to a number of libraries; the most in-depth interactions involved libraries at Beckman Coulter, Chiron, Exelixis, Hawaii Medical Library, and Kaiser Permanente. Network members had a lot of questions, and there still is confusion and uncertainty about LinkOut. In December, we started to receive notices when libraries are assigned LinkOut User IDs and passwords. This will make it easier for us to follow up with libraries that are new to this service.

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<sup>1</sup> <http://nnlm.gov/members/>

- The following videotapes and audiotapes circulated to network members during the quarter of November – January 2002:

Videotapes/CD-ROMs/DVDs:

MLA: The Effects of E-Journals on your Library – 4

Libraries, Copyright and the Internet – 1

Anthrax: What every clinician should know Part I – 3

Anthrax: What every clinician should know Part II – 1

NLM: Breath of Life: The History of Asthma (DVD) – 4

NLM: Health Information Services Research: An Historical Perspective – 2

Audiocassettes:

Medical Library Association 2001 Annual Meeting and Exhibit – 13

- Cheryl Warren, Medical Librarian, ValleyCare Health Library, Pleasanton, CA, received a PSRML Professional Development Award to attend an MLA CE class, “Teaching Internet Consumer Health to Health Care Professionals.”

### 3. Managing the NN/LM network membership program for the region

- Region 7 has a total of 626 network members.
- Membership renewal packets were mailed to all libraries and information centers listed as network members in Region 7 in DOCUSER. Members were asked to update their DOCUSER records and confirm their membership renewal via the specially designed web page<sup>2</sup>. By the end of January, 2002, we had processed 316 membership renewals. Of these, 271 were full members and 45 were affiliate members. During this process, we learned of a small number of libraries that had closed or merged. We also upgraded a number of addresses that were incorrect in DOCUSER but had been correct in our previous Network Member Database. During the next quarter, we will follow up with non-respondents and issue one more set of membership certificates.
- A number of corporate libraries that have applied as LinkOut participants are also candidates for membership in the NN/LM. LinkOut is an attractive option for corporate biotech companies.
- PSRML filled requests from two network members for NLM promotional items for use at a library orientation, health professional training in PubMed and other NLM resources, and at community health fairs. (Note: Requests were limited during the holiday season.)

### 4. Implementing the Regional Document Delivery Plan

- During this quarter, PSRML staff participated in two DOCLINE teleconferences.

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<sup>2</sup> [http://nnlm.gov/psr/nm\\_renewal.html](http://nnlm.gov/psr/nm_renewal.html)

- There are currently 374 SERHOLD contributors in the Pacific Southwest Region.
- There were no new DOCLINE participants added; three DOCLINE applications are pending as of the end of the quarter.
- The following 6 DOCLINE libraries were updated as closed this quarter; these closures were discovered during our membership renewal efforts:

LIBID	Institution
CAUGKP	South Bay Hospital
CAUGMD	El Cajon Valley Hospital
CAUGNM	Capistrano By the Sea Hospital
CAUGNP	Beckman Instruments Inc.
CAUGUF	Technicon Data Systems
CAULIR	Letterman US Army Institute of Research

- One of the above closed libraries, CAUGNP, merged with another library that remains open (CAUBIF).
- There are 403 DOCLINE libraries; 29 of these are Borrow-Only libraries.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	SERHOLD Contributors	Borrow-Only DOCLINE	Total Participants
Arizona	42	7	49
California	302	19	321
Hawaii	14	1	15
Nevada	11	2	13
Pacific Basin	5	0	5
Regional Total	374	29	403

- During the quarter, 107 DOCLINE routing table approvals were completed at PSRML.
- One DOCLINE orientation was performed via telephone during the quarter, which took a total of 80 minutes.
- The region has 26 library groups, including those that are cross regional, recognized in the DOCLINE system.
- During the quarter, 62 requests for DOCLINE holds were processed.
- Five regional libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 78 FreeShare library group members in this Region.

- There is a grand total of 811 FreeShare library group members in the U.S. and Canada, which is 25% of the total number of DOCLINE participants.

#### 5. Meeting responsibilities of Resource Libraries and the RML

- Resource Library agreements for the May 2001 – April 2006 contract period were distributed for signature.

#### 6. Establishing and maintaining communications

- To help network members better understand LinkOut, Julie Kwan developed a section of the PSRML web site called, The Hospital Librarian's Guide to LinkOut<sup>3</sup>. She set up a demonstration LinkOut library that simulates electronic access to Brandon-Hill titles as part of this page. This site was featured at the Joint Meeting of the Medical Library Group of Southern California / Northern California and Nevada Medical Library Group (Medical Library Association chapters) at the end of the quarter.
- Two issues of *Latitudes*, the PSRML newsletter, were published. The November – December 2001 issue included a feature article about the six completed Access to Electronic Health Information for the Public projects, announcements of the new PSRML web site, and membership renewal. Network members were featured for their activities supporting National Medical Librarians month and participation with NN/LM exhibits. The January – February 2002 issue included articles on document delivery via the web, including the new Web PDF delivery service offered by the UCLA Biomedical Library. The issue also included notices about the final destinations of the former IGM databases; the new library building at the University of Nevada, Reno; Medical Subject Headings on the web; systematic reviews; and Internet connection grants in our region.
- The *Latitudes* web index page received 1586 hits from November 2001 through January 2002.
- PSRML created a mouse pad to be used as a promotional item for both the 2002 MLGSCA/NCNMLG Joint Meeting and the NN/LM Membership Renewal project. Mouse pads were distributed to Joint Meeting attendees, and one mouse pad was included with every Member certificate mailed to both Full and Affiliate Members.
- PSRML released the new web site design and expanded content at the very end of the previous quarter. Visits to the web site increased slightly this quarter over last quarter. PSRML web usage summary statistics are:

Month	Visits	Page Views
Nov. 2001	18, 261	57, 379
Dec. 2001	7,970	82,693
Jan. 2002	5,997	56,589

<sup>3</sup> [http://nnlm.gov/psr/hl\\_linkout.html](http://nnlm.gov/psr/hl_linkout.html)

- The increase in page views in December reflects requests to see our seasons greetings “card” as well as requests for the network membership renewal pages.

## 7. Consulting with the Regional Advisory Committee

- Planning began for a Regional Advisory Committee to be held during the next quarter; recommendations were solicited for new members to join the committee.

## 8. Obtaining feedback from users and recommending ways of improving information access

- One area of comment we have received regarding NLM programs relates to DOCLINE Report 1-8, Ranked List of Serial Titles Requested. More libraries are paying copyright fees through agencies such as the Copyright Clearance Center. Consequently, they need management information on a schedule that will help them meet this obligation. Report 1-8 currently provides data on a July through June cycle. This worked well when the primary purpose of the report was to provide background information for new journal subscriptions; the list was available before the fall when libraries prepared subscription lists to go to the publishers. But as more libraries need similar information for copyright payments, they need this report available on a January through December cycle. Thus, we believe an improvement would be to provide this report with both timeframes, allowing the user to select the appropriate one. (This comment has been forwarded to the DOCLINE Team via NLM’s custserv e-mail.)
- At the PSRML exhibit booth during the Joint Meeting of Medical Library Groups, we responded to several inquiries about LinkOut, DOCLINE, and Loansome Doc service.
- Julie Kwan and Kay Deeney began preparing to meet with network members in Hawaii in April and initiated a dialog about their training needs. The National Training Center and Clearinghouse formal training programs have not been held in Hawaii for some time. The last time they were scheduled for NTCC PubMed training, the sessions were cancelled because they did not meet the minimum enrollment requirement. Therefore, PSRML is committed to providing PubMed and other NLM database and resource training for them as needed. During the upcoming trip to Hawaii, PSRML librarians will also meet with network members and visit libraries as schedules permit.
- Julie Kwan shared an anecdotal report about MEDLINEplus, received through a personal contact with the Director of the University City Public Library in St. Louis, Missouri. The main health related link on the UCPL’s “Web Portal” is to MEDLINEplus. When asked how they learned about it, the Director said that they had received a mailing and that her reference staff really liked it. The library’s web address is: <http://www.ucpl.lib.mo.us/>. Mailings do work!

9. Providing a computer-equipped training facility

- The training facility was used by the following groups: UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library, Reference Division, and PSRML staff.

10. Conducting or participating in needs assessments and testing of NLM and NN/LM products and services

- PSRML coordinated development of a proposal for consumer health fields in DOCUSER, in response to a request from the DOCLINE Interface Review Team (see section B.2. below).

11. Promoting NLM-sponsored grants

- PSRML distributed an announcement of the anticipated NLM Next Generation Internet grant program to potential applicants.

12. Following up on NLM funded grants in the region

- PSRML highlighted recently awarded NLM Internet Connection Grants in the bimonthly newsletter.

## B. OUTREACH PROGRAMS

- The announcement and web application forms were drafted for the regional Express Outreach Awards, to be announced in February 2002; the goals of this outreach award program are:
  - To promote outreach by network members to share their expertise and resources with a target audience not normally reached;
  - To encourage partnerships and community-focused activities in support of the NN/LM mission;
  - To promote awareness and use of the products and services of NLM and the NN/LM; and
  - To improve access to health information for those health professionals and health consumers without adequate access to library and information services.

1. Outreach to Health Professionals

- Kay Deeney taught a class on NLM databases and services to UCLA School of Public Health students enrolled in EPI411, Research Resources in Epidemiology (see Appendix A, Outreach Reporting Form).

- PSRML assisted health professionals calling the 800 number with referrals to Loansome Doc provider libraries and with PubMed search questions.

## 2. Consumer Health Information Services

- Heidi Sandstrom conferred with Nancy Press on January 22, 2002, in order to draft a proposal for consumer health fields in DOCUSER. The proposal will be presented at the February consumer health teleconference, and then forwarded to the DOCLINE Interface Review Team (DIRT), as requested.
- Heidi Sandstrom continued to represent PSRML in working with the Public Health Information Subcommittee of the Arizona Turning Point project. Turning Point is an initiative of the Kellogg Foundation and Robert Wood Johnson Foundation to make the public health system “more effective, more community-based, and more collaborative.” Heidi participated via teleconference in the December 17 meeting. She is working with Rhian Evans of Arizona Libraries for the Future on developing a needs assessment survey of Arizona public libraries, and she will attend the next meeting in February.
- Heidi Sandstrom facilitated NN/LM Consumer Health Coordinators Teleconferences on December 11 and January 8. Heidi distributed follow-up information on the teleconferences via the CONSUMER listserv on December 11 and to NNLMALL on January 8.
- Progress has been slower than anticipated on the consumer health project to digitize foreign language print materials, due to competing staffing demands. However, PSRML has accomplished the following tasks on this project:
  - An account was established and training was received for use of the UCLA Library’s digital projects database (an Access 2000, Dublin Core compliant database).
  - A draft metadata schema was been developed, based on an analysis of the sample documents collected from the California AIDS Clearinghouse and other regional sources.
  - Sample documents in the area of infectious diseases have been scanned to create PDF files.
  - Metadata records have been created for the scanned documents to test the draft schema. The draft schema will be shared with other NN/LM staff for review once we are satisfied that it is complete for the documents in our sample.
  - Regional libraries that previously reported owning materials in non-English languages were interviewed regarding the size and scope of their collections and the source of their materials. The amount of material identified has been less than was expected.

The next steps planned on the consumer health digitization project are:

- To continue follow-up to identify and contact the original sources of foreign language consumer health materials.

- To increase our sample size by scanning additional documents and creating the related metadata records.
  - To contact other NN/LM staff to determine similar projects that may be underway, and to coordinate efforts, especially in resource identification.
  - To design a search and retrieval interface.
  - To mount the project on a publicly-accessible server.
  - To prepare a final report on the pilot project with recommendations for further development.
- Heidi Sandstrom and Kay Deeney met with Desarae Powell at the Lili Claire-UCLA Family Resource Center<sup>4</sup> on November 20, 2001, to provide ongoing consultation in establishment of information resources at the center. PSRML has been assisting Ms. Powell with establishing this new service dedicated to serving families of persons with neurogenetic disabilities. Heidi and Kay saw the library space and heard about plans for completion. Ms. Powell has been working with library school interns to facilitate development of and access to the collection. The Resource Center library plans to offer the following services: Factual Literature on Neurogenetic Disabilities; Parenting Information/Educational Materials; Community Resource Information; Book, Video, and Audio Lending Library; Reading Room; and Literature and Resource Search Service. A follow-up meeting has been scheduled for next quarter.

### 3. Training to Support Electronic Access to Health Information

- After soliciting review and receiving comments from all NN/LM regional staff and NLM reference staff, Kay Deeney completed revision of the NN/LM trifold search guides<sup>5</sup> on PubMed, the NLM Gateway, and MEDLINEplus. These color, PDF files are linked on the PSRML and NN/LM web sites so they can be used freely by anyone for distribution or instructional support.
- Heidi Sandstrom continued working with Terry Simas, Reference Contractor for Cascade Pacific Library Network, and Marian Milling, Director of the Cascade Pacific Library Network (CPLN), to finalize plans for health information training to public library staff in the 13-county region of the CPLN. We will use a training model similar to one piloted in Southern California.<sup>6</sup> All counties in the Cascade Pacific region are rural, according to the California Rural Health Policy Council definition, and local public health services programs are offered in Del Norte, Modoc, Lassen, and Glenn counties. Training sessions have been scheduled at centrally-located public library sites in three cities of the region in spring 2002: Chico (April 2-4), Redding (April 30-May 2), and Eureka (June 25-27). We will be using our portable LAN for the demo/hands-on portion of the training. We plan to provide training to health professionals in various communities in the region who lack ready access to health information resources, in addition to the public library staff training.

<sup>4</sup> <http://tarjancenter.ucla.edu/whatwedo/services/lilliclaire servicedirectory.htm>

<sup>5</sup> <http://nnlm.gov/psr/search.html>

<sup>6</sup> <http://nnlm.gov/psr/chic.html>

#### 4. Exhibits and Presentations at Meetings

- A mailing was sent to the membership of the California School Library Association following the October 31-November 3, 2001 Annual State Conference. Heidi Sandstrom mailed letters, fact sheets, and MEDLINEplus bookmarks to 1,000 school librarians in December 2001 (see Appendix B for the letter and Appendix C for the exhibit report). PSRML received a limited number of inquiries in response to the mailing, although the feedback we did receive was excellent. For example, one message came from a school district librarian who requested additional materials to “share with our district nurses who in turn (at my request) will share it with our local health clerks and science/health teachers..... [and] to distribute at my monthly district meeting with the library clerks.” The same librarian also commented, “I’m impressed with your credentials and glad to see a health professional among the ranks of professional librarians.”
- PSRML exhibited at the 2001 Arizona Library Association/Mountain Plains Library Association Conference in Phoenix on December 5-7, 2001. Attendance was close to 1000 people from 12 states (see the exhibit report in Appendix C). Network librarians from Arizona Health Sciences Library, University of Arizona (a regional resource library) presented *CHILE–Consumer Health Information Links for Everyone* as a pre-conference workshop on Wednesday, December 5, at the Burton Barr Central Library. CHILE development was supported in part by an NLM – NN/LM outreach project award. Patricia A. Auflick, access services librarian; Mary Riordan, information services librarian; and Jerry Perry, head, Information Services, Arizona Health Sciences Library, provided the instruction. A description of the program follows:

As a result of a grant from the National Library of Medicine, Tucson-Pima Public Library and the Arizona Health Sciences Library are working collaboratively to enhance the availability of consumer health information in Pima County. Two workshops, two hours each, were developed to provide reference desk staff with reliable, authoritative sources of consumer health information. How to conduct a health reference interview, sources for information on drugs, deciphering a medical question, and evaluating health web sites were included. This workshop will provide the front-line information professional with the resources necessary to respond to health questions and the knowledge of where to refer questions that require more in-depth assistance. Limited to 25 participants.

- The Joint Meeting of the Northern California and Nevada (NCNMLG) and Medical Library Group of Southern California and Arizona (MLGSCA) was held in Scottsdale, Arizona, January 30 – February 2, 2002. Various sessions offered opportunities to learn about border health, rural health, and public health issues, as well as innovative ways to deliver health information to the public. Meeting participants also learned about Open Source (PSRML and NN/LM web sites both use open source software), were stimulated to think about models of hospital librarianship, and challenged with new ways to deliver NLM products and services. PSRML staffed an exhibit booth throughout the conference and provided an update at the meeting general session on January 31, 2002. The update

slides and handout (“What’s New at PSRML”) are available on the PSRML web site.<sup>7</sup> The slide show began with an overview of network characteristics of the Pacific Southwest Region, and included our thanks to the many network members who have contributed to outreach subcontracts, exhibits, and *Latitudes* articles.

## 5. Technology Awareness and Integration

- Kay Deeney and Heidi Sandstrom met with Susan McGlamery on November 28, 2001, about involving NN/LM librarians in the 24/7 reference project<sup>8</sup> of the Metropolitan Cooperative Library System (MCLS). Librarians from California county law libraries have started to participate in 24/7, and this activity may serve as a model for NN/LM librarian training and participation within the region. Kay previously has participated in the UCLA campus 24/7 digital reference pilot program, so she is familiar with the software and can assist in training. Kay demonstrated the 24/7 software to attendees at the MLGSCA/NCNMLG Joint Meeting, in anticipation of recruitment and training of medical librarians to collaborate with PSRML and MCLS. Kay also presented a poster at the meeting with UCLA librarians Lisa Carroll and Alice Kawakami on “Real Time Reference: Collaborating across Different Libraries.”
- Kay Deeney demonstrated the 24/7 digital reference website to PSRML staff members, Karen Ricard, administrative assistant, and Andrea Lynch, network assistant. Karen and Andrea answer numerous 800 number calls from network librarians, health professionals, and the public. They are interested in using the software to enhance network customer service, including DOCLINE training and problem resolution and Loansome Doc referrals. There were some intermittent problems with the web software, so we have not yet launched this as a routine part of our customer service.
- PSRML co-sponsored a continuing education class with MLGSCA. Kristin Antelman was the instructor for “Database-driven Web Sites,” held in Anaheim, California, on December 3, 2001, with 41 participants. Elaine Graham is working with the NCNMLG Program/Continuing Education Committee to co-sponsor a similar workshop during the next quarter.

## 6. Connections

- Network membership renewals are being closely monitored to identify any network member libraries that are in need of assistance with Internet connectivity.

## C. OTHER ACTIVITIES

- Heidi Sandstrom attended the following: Internet Librarian, “Internet@Schools” (November 5-6, 2001); MLGSCA CE Course, “Database-Driven Web Sites” (December 3, 2001); MLGSCA/NCNMLG CE Course, “SuperSearcher” (January 30, 2002).

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<sup>7</sup> <http://nnlm.gov/psr/pres/>

<sup>8</sup> <http://www.247ref.org/>

- Julie Kwan, Kay Deeney, and Elaine Graham attended the Internet Librarian conference in Pasadena (November 6-8, 2001).
- Julie Kwan served as external evaluator for two portfolio reviews for students graduating from the UCLA Department of Information Studies (DIS). During the review, library school students present a portfolio of their student careers, highlighting self-assessment, goals, courses taken, and culminates the learning experience in the MLIS program. In addition to participating in the DIS internship program, PSRML is reaching out to the faculty and students at DIS in other ways that may promote the training and recruitment of health sciences librarians.
- Heidi Sandstrom met with the daughter of a network librarian from Hawaii. Heidi gave the student, who is interested in attending library school, a tour of the UCLA campus, including UCLA's Department of Information Studies and several campus libraries. Heidi answered questions about the library school and the profession and introduced the student to a number of UCLA librarians.
- Michael Miller and Kay Deeney attended the icompass Informational Technology video/teleconferencing presentation on the UCLA campus on January 16, 2002. Michael Miller met with a UCLA vendor for a consultation on videoconferencing options.
- PSRML received an on-site ergonomics consultation from UCLA Environmental Health and Safety Dept. The consultant gave a presentation to all staff on office ergonomics and also met individually with each PSRML staff member to provide recommendations on posture, keyboarding, work techniques, timing of breaks, and helpful exercises.
- PSRML contributed project plans for the UCLA Biomedical Library's proposal to NLM to host an Associate Fellow for the 2002-2003 fellowship year.

**APPENDIX A:**

**Outreach Reporting Form**

<b>OUTREACH REPORTING FORM</b> (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: <b>1-23-02</b>			
TYPE OF ACTIVITY: <input checked="" type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input type="checkbox"/> Other (specify) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: <b>UCLA School of Public Health, Epidemiology Dept.</b>			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: <b>Pacific Southwest Regional Medical Library</b>			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: <b>UCLA Louise M. Darling Biomedical Library</b>			
6. LOCATION WHERE ACTIVITY OCCURRED			
A. CITY <b>Los Angeles</b>	B. STATE <b>CA</b>	C. ZIP CODE <b>90095</b>	
D. COUNTY <b>Los Angeles</b>	E. CONGRESSIONAL DISTRICT: <b>29</b>		
7. LENGTH OF ACTIVITY <b>1.5</b>	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO * Only five attendees, thus not significant, however all present represented minorities		
11. NUMBER OF PERSONS WHO ATTENDED: <b>20</b>			
<b>CATEGORY (List by profession or specialty)</b>	<b>AFFILIATED</b>	<b>UNAFFILIATED*</b>	<b>UNKNOWN</b>
Allied Health Professionals	1		
Librarians	1		
Public Health Students	18		
<b>TOTAL</b>	<b>20</b>	<b>0</b>	<b>0</b>

\* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Kay Deeney, 310-206-0525**

**APPENDIX B:**

**California School Library Association 2001  
Post Meeting Mailing**

December 21, 2001

Dear CSLA Member:

Are your teachers looking for information resources for their students on various health topics or health occupations?

Would your school nurse like instant access to information on over 9,000 prescription and over-the-counter medications?

***Would your students benefit from access to a health encyclopedia, containing over 4,000 articles and hundreds of illustrations and photographs, as they do their assignments?***

If so, then check out the **FREE** health information resources on the web that are available to you from the National Library of Medicine (NLM), the world's largest medical library and a dependable source for information that is authoritative and up to date. At **MEDLINEplus** (<http://medlineplus.gov>) you'll find over 500 health topic pages, drug information from the USP DI® Advice for the Patient, and the easy-to-use adam.com™ Health Illustrated Encyclopedia.

Our staff may have had the pleasure of meeting you or one of your colleagues at the recent California School Library Association Annual State Conference Exhibit in Long Beach. Our organization, the National Network of Libraries of Medicine (NN/LM), was there to highlight the features of MEDLINEplus that can help your students, faculty, and school health professionals promote school health and health education. In case we missed you, we want to make you aware now of these great resources and of the many services provided through the NN/LM program of NLM.

At CSLA, we also spoke about an exciting NLM-funded health information project, Health Information@Preuss (HIP), which has successfully integrated health literacy into a middle-school curriculum. Take a moment to visit the HIP web site (<http://health.ucsd.edu/hipfps/>). It may give you some good ideas for YOUR school!

I've enclosed a bookmark and more detailed information on these resources, as well as some guidelines for evaluating health information on the Internet. We're counting on you, as an information provider, to spread the word. If you would like a supply of bookmarks, let us know and we'll send them to you at no cost. If I can assist you through training or consultation, please don't hesitate to contact me!

Sincerely,



Heidi Thiessen Sandstrom, RN, PHN, MLIS  
Coordinator  
Consumer Health Information Services  
NN/LM Pacific Southwest Region  
[heidits@library.ucla.edu](mailto:heidits@library.ucla.edu)

## **APPENDIX C:**

### **Exhibit Reports**

## EXHIBIT REPORT

I. DATE OF REPORT: 12/14/01

II. NAME OF PERSON SUBMITTING REPORT: Kay Deeney

III. ADDRESS: UCLA Biomedical Library/PSRML

IV. EXHIBIT SPECIFICS:

- Name of Meeting: Arizona Library Association/Mountain Plains Library Association
- Location: Phoenix, AZ
- Dates: December 5-6, 2001
- PSRML Staff: Kay Deeney, Heidi Sandstrom
- Volunteers: Becky Danner and Michael Kronenfeld, Maricopa Integrated Health System, Phoenix, AZ
- Number of Registrants: 1043
- Number of Exhibitors (Companies): 123

Date	Hours	Visitors (No Demo)	NLM Demos	Internet Demos
12/5/01	8-4	115	46	3
12/6/01	8-12	28	14	0
		<b>143</b>	<b>60</b>	<b>3</b>

IV. EXHIBIT SUMMARY:

- A. Pre-Exhibit Meetings: None
- B. Distribution of Pre-mailers, Letters or Invitations: None
- C. Booth Locations: Our booth (425) was located in a center aisle across from an area with open seating and tables for participants.
- D. Description of System Program Presentations: One of our previous outreach subcontractors (Access to Electronic Health Information for the Public) put on a Pre-conference Workshop, CHILE–Consumer Health Information Links for Everyone.<sup>9</sup> The instructors were Patricia Auflick, Mary Riordan and Jerry Perry of the Arizona Health Sciences Library, University of Arizona, Tucson.
- E. Problems: There were dedicated times when attendees could visit the exhibit area—about three one hour time slots for the one and one half days of the meeting. However, most vendors bemoaned the lack of traffic in the exhibit hall.

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<sup>9</sup> <http://www.chilehealth.org/>

- F. User Feedback: Many of the public librarians let us know that they had MEDLINEplus bookmarked on their web site, or at their reference desks. A few of the community college librarians wanted to know about the PubMed tutorials and the PubMed search guides. Because the conference was held with the Mountain Plains Library Association, we met librarians and library staff from the Pacific Northwest and the Midcontinental Regions. Many of the school librarians felt that we weren't relevant to them, but when we showed them the Health Occupations part of MEDLINEplus, they were impressed.
  - G. Suggestions/Comments
  - H. Recommendations: Should NLM exhibit at this meeting next year? This was a regional exhibit; PSRML plans to exhibit at the Arizona Library Association conference every other year.
- V. BUDGET SHEET (attached)
- VI. APPENDICES: None

**BUDGET FORM**

**Arizona Library Association/Mountain Plains Library Association  
Phoenix, Arizona  
December 5-7, 2001**

SPACE RENTAL	10 x 10 Booth rental	\$395.00
FREIGHT	LA to Phoenix (RT)	\$519.13
Material Handling	Unloading at shipping dock and delivery	\$200.00
ELECTRICITY	Two 50 watt outlets	\$144.85
PHONES	Two standard phone lines, and deposit	\$470.00
CARPET	Standard, classic	\$110.00
PADDING	Standard	\$112.50
CLEANING	Cleaning	\$48.00
TOTAL		\$1,999.48
Air/Ground Transportation/Meals/ Lodging	(Kay Deeney, Rebecca Danner)	\$789.89
TRAVEL TOTAL		\$789.89
<b>GRAND TOTAL</b>		<b>\$2,789.37</b>

## EXHIBIT REPORT

I. DATE OF REPORT: 12/20/01

II. NAME OF PERSON SUBMITTING REPORT: Kay Deeney

III. ADDRESS: UCLA Biomedical Library/PSRML

IV. EXHIBIT

Name of Meeting: American Heart Association

Location: Anaheim Convention Center

Dates: November 11-14, 2001

Staff: Kay Deeney, Elaine Graham, Julie Kwan, Heidi Sandstrom

Volunteers: Dyan Martin, Kaiser; Judy Kraemer, USC Norris Medical Library, Marsha Kmec, Olive View Medical Center

Number of Registrants: 15,806 (Attendees)

Number of Exhibits: 430 (Booths)

Hours	Visitors	NLM Demos	Internet Demos
11/12/01	76	35	0
11/13/01	81	43	0
11/14/01	42	26	0
<b>Total</b>	<b>199</b>	<b>104</b>	<b>0</b>

V. EXHIBIT SUMMARY:

A. Pre-Exhibit Meetings: None

B. Distribution of Pre-mailers, Letters or Invitations: None

C. Booth Locations:

Initially we were scheduled to be in the last aisle of a short row against a wall, which would have been a terrible location. We were reassigned to another location because some of the vendors canceled. Initially, we thought this would be a great location because it was near the front. But the aisle was extremely wide (which allowed passersby to ignore us) and the convention center did not open the doors near that location. In addition, we had few neighbors, so it appeared that we received less traffic. The aisles for the book publishers, two aisles away, were quite crowded.

D. System Program Presentations: None

E. Problems:

Because of the terrorist attacks of September 11th, attendance at the AHA meeting was down. This combined with the fact that our location was not good, resulted in a lower than anticipated number of booth visitors and demonstrations.

F. User Feedback:

One Italian physician told us that he thought he was making a contribution to NLM by paying COS \$150 a year for MEDLINE access. We explained PubMed access to him, and showed him the Friends of NLM website. One doctor complained the librarians don't teach classes as much anymore. We showed him the PubMed tutorial, which he indicated he would try.

G. Suggestions/Comments:

One attendee suggested putting an icon for Endnote downloading on the abstract display for easier capturing of citations for bibliographic software. He knew how to do it; he just wanted it made easier. He said some of the publishers (NEJM) were doing this.

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer):

Yes, while AHA members were familiar with MEDLINE/PubMed, many weren't familiar with storing searches through cubby, and were very confused about access to full text journals. Most weren't knowledgeable about MEDLINEplus. Because of the large number of international attendees at AHA, I think it is very important to have an NLM presence at this major cardiology meeting.

I. Other MEDLINE Information Providers:

Journals Online, MD Consult Cardiology (a new product, with more specialties to follow). UpToDate in Cardiovascular Medicine which includes a subset of MEDLINE. Heart Profilers from NexCura is an online decision support tool to assist patients in understanding treatment options through personalized reports based on published scientific papers. AHA is offering two of the profiles (heart failure and coronary artery disease) for patients and physicians on the association web site.

VI. BUDGET SHEET (attached)

VII. APPENDICES: None

<p style="text-align: center;"><b>BUDGET FORM</b></p> <p style="text-align: center;"><b>American Heart Association</b>  <b>Anaheim, CA</b>  <b>November 7 – 11, 2002</b></p>		
SPACE RENTAL	10 x 10, corner preferred booth	\$2,600.00
FREIGHT	LA to Anaheim	\$232.54
Material Handling	Unloading at shipping dock and delivery	\$271.25
ELECTRICITY	Two 50 watt outlets	\$208.00
PHONES	Two standard phone lines, and deposit	\$1,020.00
TABLES	Draped counter table	\$105.63
CARPET	Standard, Classic	\$141.70
PADDING	Standard	\$105.30
CHAIRS	2 stools	\$146.26
WASTEBASKET		\$24.63
TOTAL		\$4,855.31
Ground Transportation	(Elaine Graham, Kay Deeney, Dyan Martin, Judy Kraemer)	\$276.14
TRAVEL TOTAL		\$276.14
<b>GRAND TOTAL</b>		<b>\$5,131.45</b>

## EXHIBIT REPORT

- I. DATE OF REPORT: 2/26/02
- II. NAME OF PERSON SUBMITTING REPORT: Andrea Lynch
- III. ADDRESS: UCLA Biomedical Library/PSRML
- IV. EXHIBIT SPECIFICS:

- Name of Meeting: Joint Meeting of the Medical Library Group of Southern California and Arizona & the Northern California and Nevada Medical Library Group (MLA chapters)
- Location: Scottsdale, Arizona
- Dates: January 30 – February 1, 2002
- Staff: Elaine Graham, Heidi Sandstrom, Julie Kwan, Kay Deeney, Andrea Lynch
- Number of Registrants: 140+
- Number of Exhibitors (Companies): 20

<u>Dates</u>	<u>Hours</u>	<u>Visitors</u> <u>(No Demo)</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
1/31/02	7:30 am - 3:15 pm	50 (estimate)	15	0
2/01/02	7:45 am - 12:30 pm	25 (estimate)	8	0
		<b>75</b>	<b>23</b>	<b>0</b>

- V. EXHIBIT SUMMARY:
- A. Pre-Exhibit Meetings: None
- B. Distribution of Pre-mailers, Letters or Invitations: Regional listserv announcement
- C. Booth Location: Our booth (#12) was in good location, in the view of people walking into the exhibit hall. Although we were located in the back of the room, visitors were drawn to our booth because of the size and brightness of our exhibit layout.
- D. Description of System Program Presentations: For the most part, PubMed was the system of choice for the visitors. Some visitors asked specific questions about LinkOut. In these cases, we directed them to the "Hospital Librarian's Guide to LinkOut for Libraries"<sup>10</sup> and "LinkOut for Libraries"<sup>11</sup> web pages. In addition, we directed them to *Latitudes* as a place to learn more of what is happening in the Region

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<sup>10</sup> [http://nnlm.gov/psr/hl\\_linkout.html](http://nnlm.gov/psr/hl_linkout.html)

<sup>11</sup> <http://nnlm.gov/libinfo/ejournals/linkout/>

and with the different NLM products. Our home page was also visited in demonstrations, especially in getting access to the NN/LM Trifold Search Guides.<sup>12</sup>

The PSRML staff also presented as part of the Joint Meeting program. We emailed the PowerPoint presentation to the Program Committee member as a backup. We also set up an appointment the day before the presentation with the Audio/Visual Resources Committee member to test the Internet connection and the presentation. The PSRML Update was presented on Thursday, January 31<sup>st</sup> at 3:15pm. The length of the presentation was 45 minutes. Prior to our presentation, we double-checked the PowerPoint presentation and the Internet connection on our laptop. Everything went as planned. We had approximately 75 people in attendance.

- E. Problems: The only problem we encountered was the low contact hours with the attendees of the meeting.
- F. User Feedback: The booth visitors received answers to their questions and were very pleased with our new PSRML mousepads and handouts, including "What's New at PSRML?" (see following page), the three NN/LM Trifold Search Guides covering PubMed, Gateway, and MEDLINEplus, and "Providing Health Information Worldwide: Free on the World Wide Web."
- G. Suggestions/Comments: In my opinion, more exhibit contact hours provided by the program planners would prove to be useful and beneficial in terms of reaching out to our network members and making them aware of our services and products.
- H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer): (Regional exhibit.) Yes, exhibiting at the Joint Meeting of the Medical Library Group of Southern California and Arizona & the Northern California and Nevada Medical Library Group is an excellent way to touch base with a variety of network members and listen to their comments and feedback. It also gives the PSRML an opportunity to answer their questions and promote information and resources we think are useful for them to know, for instance web pages that provide assistance with setting up LinkOut.

V. BUDGET SHEET: Attached

VII. APPENDICES: Handout attached

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<sup>12</sup> <http://nnlm.gov/psr/search.html>

<p style="text-align: center;"><b>BUDGET FORM</b></p> <p style="text-align: center;"><b>MLGSCA/NCNMLG Joint Meeting</b>  <b>January 30 – February 1, 2002</b>  <b>Scottsdale, Arizona</b></p>		
SPACE RENTAL	10 x 10 Booth rental	\$500.00
Material Handling	Unloading at shipping dock and delivery	\$310.00
ELECTRICITY	Two 50 watt outlets	\$214.00
PHONES	Two standard phone lines, and deposit	\$150.00
TABLES/SKIRTS	Two tables and skirts	\$142.50
CLEANING	Vacuuming for the first day	\$37.50
FREIGHT		\$219.81
TOTAL		\$1,573.81
Air/Ground Transportation/ Meals/Lodging	(Andrea Lynch and Julie Kwan)	\$1,385.65
TRAVEL TOTAL		\$1,385.65
<b>GRAND TOTAL</b>		<b>\$2,959.46</b>



## What's New at PSRML?

### New PSRML Web Site

Check out our redesigned web site. And please send us your feedback! <http://nnlm.gov/psr>

### LinkOut for Libraries

Are you considering offering LinkOut at your library? Take a test drive designed to simulate a hospital library's holdings. This simulation is available on the Hospital Librarian's Guide to LinkOut for Libraries on the PSRML web site. This is a good time to update your SERHOLD data, too!

[http://nnlm.gov/psr/hl\\_linkout.html](http://nnlm.gov/psr/hl_linkout.html)

### Volunteers Wanted for Medical Digital Reference Project

Would you like to collaborate on providing digital medical reference services for questions referred from public librarians? Can you commit to about two hours per week? Training will be provided by the staff of the Metropolitan Cooperative Library System. To participate, you will need the following equipment:

PC - 128 Mb RAM or more, 200 MHz processor

17 inch monitor

High speed connection to the Internet – DSL, T-1, or Cable modem

IE version 5.0 or higher

Java & ActiveX enabled

Contact PSRML at [psr-nnlm@library.ucla.edu](mailto:psr-nnlm@library.ucla.edu)

More information about 24/7 Reference is at <http://www.247ref.org>

### Continuing Medical Education for Physicians

CME approval for 2002 is pending for: Introduction to Consumer Health Resources at the National Library of Medicine: MEDLINEplus, ClinicalTrials.gov and the NLM Gateway and Introduction to PubMed.

<http://nnlm.gov/psr/training>

### NLM-Announces Mailing List

Sign-up for this announcement list to receive updates from NLM.

<http://www.nlm.nih.gov/news/nlmfiles-email.html>

### Training Opportunities for Grant Writers (see Grant Opportunities on verso)

Measuring the Difference, PSRML/UCLA, Los Angeles, CA – Wednesday, April 24, 2002 (all-day)

Grant Writer's Toolbox, MLA, Dallas, TX – Friday, May 17, 2002 (AM)

Preparing Proposals, MLA, Dallas, TX – Friday, May 17, 2002 (PM)  
Current Funding Opportunities

1.) NLM Resource Grants

Internet Connection Grant - 'PHS 398 EZ' approach <http://www.nlm.nih.gov/ep/connect.html>  
Information Access Grant and Information System Grant  
(IAIMS) Integrated Advanced Information Management Systems Grant

Recurring Application Deadlines: February 1, June 1, and October 1 each year.

Allow enough time to prepare application. Project start date is at least 10 months after the deadline. For more information visit NLM's Division of Extramural Programs site:  
<http://www.nlm.nih.gov/ep/extramural.html>

2.) PSRML Outreach Awards

Express Outreach Awards – up to 4 awards in each round; up to \$6,000 each

First round

Period of performance: June 1, 2002 – May 31, 2003

Announcement:	February 15, 2002
Due date:	March 29, 2002
Awards announced:	April 30, 2002

Second round

Period of performance: Sept 1, 2002 – Aug 31, 2003

Announcement:	February 15, 2002
Due date:	June 28, 2002
Awards announced:	August 30, 2002

Major Outreach Awards – up to 2 awards; up to \$25,000 each, for 12-18 month projects

Period of Performance: July 1, 2002 – December 31, 2003

Announcement:	March 1, 2002
Due date:	May 31, 2002
Awards announced:	June 30, 2002

3) For more information....

For more information on PSRML Outreach Awards and State Library LSTA grants, visit the Funding Opportunities page: [http://nnlm.gov/psr/funding\\_ops.html](http://nnlm.gov/psr/funding_ops.html)

2002 LIVE! @ your library includes a section on grants. Deadlines are March 15 and July 30. For more information visit: <http://www.ala.org/publicprograms/live/index.html>